

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)**

<b>Serial Number</b>	10/809,630
<b>Confirmation Number</b>	7478
<b>Filing Date</b>	03/24 2004
<b>Title of Application</b>	Targeted Advertising in Conjunction with On-Demand Media Content
<b>First Named Inventor</b>	Daniel Danker
<b>Assignee</b>	Microsoft Corporation
<b>Group Art Unit</b>	2623
<b>Examiner</b>	Joshua Taylor
<b>Attorney Docket Number</b>	MS1-1879US
<b>Nature of the Office Communication to which this is responding</b>	Non-Final Office Action
<b>Date of the Office Communication</b>	05/27/2008
<b>Nature of this Document</b>	Response to Non-Final Office Action

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